

## STATEMENT OF THE CLAIMS

1. (currently amended) A retractable display apparatus comprising a housing (12), a drum (14) journaled for rotation in the housing, a display sheet (16) wound on to the drum, and a slot (22) in the housing through which the display sheet can be unwound from the drum against the action of a return spring, wherein[[:] ]

-- a leader strip (28) includes first and second edges and is attached to the drum along ~~one~~ the first edge, the leader strip being dimensioned to extend through the slot when the drum is unwound sufficiently;

-- a first securing formation (28.2) is provided on the leader strip spaced from the first ~~mentioned~~ edge, the first securing formation being dimensioned to pass through the slot; and

-- a second securing formation (30) is attached to the display sheet, the first and second securing formations being releasably engageable with each other.

2. (currently amended) The apparatus of claim 1, wherein the first securing formation is provided along the ~~opposed~~ second edge (28.2) of the leader strip (28).

3. (currently amended) The apparatus of claim 1, wherein the first securing formation is spaced from the ~~opposed~~ second edge of the leader strip to provide a formation, ~~such as a tab or flap,~~ that may be gripped if desired.

4. (currently amended) The apparatus of ~~any one of claims 1 to 3~~ claim 1, wherein the drum (14) is formed with a longitudinally extending peripheral recess (26) that can accommodate the first (28.2) and second (30) securing formations, such that a substantially smooth surface of the drum is presented to a display sheet rolled on to it when such first and second securing formations are so accommodated.

5. (currently amended) The apparatus of ~~any one of claims 1 to 4~~ claim 1, wherein a further securing formation (28.2) is provided along the edge of the leader strip that is attached to the drum (14), the further securing formation being engaged with the drum.

6. (currently amended) The apparatus of claim 5, wherein a suitable longitudinally extending undercut slot (24) is formed on the periphery of the drum and the further securing formation is slidable longitudinally into engagement with the undercut slot.
7. (currently amended) The apparatus of ~~any one of claims 1 to 6~~ claim 5, wherein the further securing formation (28.2) is secured to the drum (14).
8. (currently amended) The apparatus of ~~any one of claims 1 to 7~~ claim 1, wherein the leader strip (28) is of a strong, flexible sheet material.
9. (currently amended) The apparatus of ~~any one of claims 1 to 8~~ claim 1, wherein the leader strip comprises a ~~web (28.1)~~ sheet and an integral rib (28.2) extending longitudinally along each edge of the ~~web~~ sheet.
10. (currently amended) The apparatus of claim 9, wherein the ribs (28.2) are substantially the same.
11. (currently amended) The apparatus of ~~any one of claims 1 to 10~~ claim 1, wherein the leader is strip (28) is made of ~~plasties~~ plastic with an integral rib (28.2) along each edge.
12. (currently amended) A method of attaching a display sheet (16) to a retractable display apparatus (10) comprising a housing (12), a drum (14) journaled for rotation in the housing on which the display sheet is to be wound, and a slot (22) in the housing through which the display sheet can be unwound from the drum against the action of a return spring, including the steps of:
- [[--]] a) securing one edge (28.2) of a leader strip (28) to the drum (14), the leader strip being dimensioned to extend through the slot (22) when the drum is unwound sufficiently and having a first securing formation (28.2) substantially at its opposed edge;
- [[--]] b) attaching the display sheet (16) to a second securing formation (30); and

[[--]] c) engaging the first ~~(28.2)~~ and second ~~(30)~~ securing formations with each other when the first securing formation is outside the housing.

13. (currently amended) The method of claim 12, including the step of sliding the first ~~(28.2)~~ and second ~~(30)~~ securing formations longitudinally into engagement with each other.

14. (new) An apparatus according to claim 3, wherein:

said formation is one of a tab and a flap.

15. (new) A retractable display apparatus for use with a display sheet, comprising:

- a) a housing defining a slot;
- b) a drum journaled for rotation in the housing;
- c) a leader strip having first and second opposed edges, and attached to the drum along said first edge, the leader strip being dimensioned to extend through the slot when the drum is sufficiently unwound;
- d) a first securing formation provided on the leader strip at the second edge, the first securing formation being dimensioned to pass through the slot; and
- e) a second securing formation for attachment to the display sheet.

16. (new) An apparatus according to claim 15, wherein:

the first and second securing formations are releasably engageable with each other.

17. (new) An apparatus according to claim 15, wherein:

the drum includes a return spring, and the display sheet is wound on to the drum, the display sheet capable of being unwound from the drum against the action of the return spring and pulled through the slot.